

WHAT IS CLAIMED IS:

1. A mechanical fastening system for an article, comprising:
 - a first fastening component comprising an oriented nonwoven loop material disposed on an article, the oriented nonwoven loop material comprising a nonwoven web and produced by application of a force causing constituent fibers of the nonwoven web to become oriented in a direction of the applied force without substantial necking or gathering of the nonwoven web in a direction perpendicular to the applied force; and
 - a second fastening component comprising a hook material disposed on the article and adapted to engage the first fastening component.
2. The mechanical fastening system of claim 1 wherein the first fastening component has been stabilized by laminating the oriented nonwoven loop material to an elastomeric material to provide elastic properties to the resulting composite.
3. The mechanical fastening system of claim 1 wherein constituent fibers of the nonwoven web are oriented in the machine direction.
4. The mechanical fastening system of claim 1 wherein constituent fibers of the nonwoven web are oriented in the cross machine direction.
5. The mechanical fastening system of claim 1 wherein the first fastening component has been stabilized by thermally treating the material.

6. A mechanical fastening system for an article, comprising:
a first fastening component comprising an oriented nonwoven loop material
disposed on an article, the oriented nonwoven loop material comprising a
nonwoven web and produced by application of a force causing constituent fibers
5 of the nonwoven web to become oriented in a direction of the applied force, the
first fastening component having been stabilized by laminating the oriented
nonwoven loop material to an inelastic material; and
a second fastening component comprising a hook material disposed on the
article and adapted to engage the first fastening component.

7. The mechanical fastening system of claim 6 wherein constituent
fibers of the nonwoven web become oriented in the direction of the force without
substantial necking or gathering of the nonwoven web in the direction
perpendicular to the applied force.

8. A mechanical fastening system of claim 6 wherein constituent fibers
of the nonwoven web become oriented in the direction of the force with
concomitant necking or narrowing of the nonwoven web in the direction
perpendicular to the applied force.

9. The mechanical fastening system of claim 6 wherein nonwoven web
is formed of substantially continuous fibers.

10. The mechanical fastening system of claim 6 wherein constituent
fibers of the nonwoven web are oriented in the machine direction.

11. The mechanical fastening system of claim 6 wherein constituent
fibers of the nonwoven web are oriented in the cross machine direction.

12. A disposable absorbent article for personal wear, comprising:
a body having first and second end regions and comprising a liquid
permeable inner layer for contact with the wearer's skin, an outer layer in opposed
relation with the inner layer, and an absorbent layer disposed between the inner
5 layer and the outer layer; and
a mechanical fastening system comprising first and second fastening
components disposed in the respective first and second end regions and adapted
to refastenably secure the body in a pant configuration, the first fastening
component formed of an oriented nonwoven loop material comprising a nonwoven
10 web, the oriented nonwoven loop material produced by application of a force
causing constituent fibers of the nonwoven web to become oriented in a direction
of the applied force without substantial necking or gathering of the nonwoven web
in a direction perpendicular to the applied force, and the second fastening
component comprising a hook material.

13. The disposable absorbent article of claim 12 wherein the first
fastening component has been stabilized by laminating the oriented nonwoven
loop material to an inelastic material.

14. The disposable absorbent article of claim 12 wherein the first
fastening component has been stabilized by laminating the oriented nonwoven
loop material to an elastomeric material to provide elastic properties to the
resulting composite.

15. A disposable absorbent article for personal wear, comprising:
a body having first and second end regions and comprising a liquid
permeable inner layer for contact with the wearer's skin, an outer layer in opposed
relation with the inner layer, and an absorbent layer disposed between the inner

5 layer and the outer layer; and
a mechanical fastening system comprising first and second fastening components disposed in the respective first and second end regions and adapted to refastenably secure the body in a pant configuration, the first fastening component formed of an oriented nonwoven loop material comprising a nonwoven
10 web, the oriented nonwoven loop material produced by application of a force causing constituent fibers of the nonwoven web to become oriented in a direction of the applied force, the first fastening component being extensible and bonded in overlaying relationship onto a layer of the body to retain extension and retraction characteristics of oriented nonwoven loop material, and the second fastening
15 component comprising a hook material.

16. The disposable absorbent article of claim 15 wherein the first fastening component has been stabilized by laminating the oriented nonwoven loop material to an elastomeric material to provide elastic properties to the resulting composite.

17. The disposable absorbent article of claim 15 wherein the first fastening component has been produced by orienting the nonwoven web in the machine direction and necking the nonwoven web in the cross machine direction.

18. The disposable absorbent article of claim 15 wherein the first fastening component has been produced by orienting the nonwoven web in the cross machine direction.

19. The disposable absorbent article of claim 15 wherein constituent fibers of the nonwoven web become oriented in the direction of the force without substantial necking or gathering of the nonwoven web in the direction perpendicular to the applied force.

20. A disposable absorbent article of claim 15 wherein constituent fibers of the nonwoven web become oriented in the direction of the force with concomitant necking or narrowing of the nonwoven web in the direction perpendicular to the applied force.

21. The disposable absorbent article of claim 15 wherein the first fastening component has been stabilized by thermally treating the material.

22. A method of making a mechanical fastening system for an article, comprising forming an oriented nonwoven loop material from a nonwoven web of substantially continuous fibers by drawing the nonwoven web using an applied force to align constituent fibers of the nonwoven web without substantial necking or gathering of the nonwoven web in a direction perpendicular to the applied force; and disposing the drawn nonwoven web on a disposable absorbent article.

23. The method of claim 22, further comprising treating the drawn nonwoven web with heat.

24. method of making a mechanical fastening system for an article, comprising forming an oriented nonwoven loop material from a nonwoven web of substantially continuous fibers by drawing the nonwoven web using an applied force to align the constituent fibers of the nonwoven web, and bonding the drawn nonwoven web in overlaying relationship onto a layer of a disposable absorbent article to retain extension and retraction characteristics of oriented nonwoven loop material.

25. The method of claim 24, further comprising laminating the drawn nonwoven material to an elastic substrate, and bonding the drawn nonwoven laminate in overlaying relationship onto the layer of the disposable absorbent article.

26. A method of making a mechanical fastening system for an article, comprising forming an oriented nonwoven loop material from a nonwoven web of substantially continuous fibers by drawing the nonwoven web using an applied force to align the constituent fibers of the nonwoven web, laminating the oriented 5 nonwoven loop material to an inelastic material, and disposing the drawn nonwoven laminate on a disposable absorbent article.

27. The method of claim 26, wherein the oriented nonwoven loop material is laminated to an extensible, inelastic substrate.